



WKXW-FM
Community Outreach Report
Q2 2016

Following is a listing of some significant issues responded to by the Station WKXW-FM (NJ101.5), Trenton, New Jersey, along with the most significant programming treatment of those issues for the period of **April 2016 through June 2016**. The listings are by no means exhaustive. The order in which the issues appear does not reflect any priority or significance. The order in which the community outreach events appear does not reflect any priority or significance.

Issue/ Event: NJ Walks for TS

Date: Sunday, April 3, 2016

Time: 1:00 pm

Duration: 1.5 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the NJ Walks for TS at Mercer County Park in West Windsor, NJ. The purpose of the walk was to raise awareness and funding to support those affected with Tourette's Syndrome. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.

Issue/Event: Seton Hall Career Fair

Date: Thursday, April 7, 2016

Time: 4:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Seton Hall University Career & Internship Fair in South Orange, NJ. The purpose of the career fair was to provide students an opportunity to obtain experience in their field of study, particularly through internships. WKXW collected resumes from this event for the summer 2016 semester. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.

Issue/Event: Walk of Hope

Date: Saturday, April 9, 2016

Time: 9:00 am

Duration: 3 hours

Description of Program/event: Station promoted awareness by announcing the event on air, on website and by attending the Catholic Charities Walk of Hope at Mercer County Park in West Windsor, New Jersey. The purpose of this event was to help continue the mission of reducing poverty in New Jersey. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.

Issue/Event: Red Bank Street Fair

Date: Sunday, April 10, 2016

Time: 12:00 pm

Duration: 2 hours

Description of Program/event: Station promoted awareness by announcing the event on air and by attending the Red Bank Street Fair in down town Red Bank, NJ. The purpose of the event was to provide a fun and free event for the community to attend complete with activities for the whole family. Local businesses and vendors also participated in the street fair activities. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.

Issue/ Event: March of Dimes (Clinton & West Windsor)

Date: Sunday, May 1, 2016

Time: 7:30 am

Duration: 2 hours at each location (4 hours total)

Description of Program/event: Station promoted awareness by announcing the event on air and by attending the March of Dimes Baby Walk in West Windsor, New Jersey and Clinton, New Jersey. The purpose of the March of Dimes is to raise awareness and help support moms have full-term pregnancies and

healthy babies, and to assist families if something does go wrong. One of the walks was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator, and the other was attended by Ray Handel, NJ 101.5 marketing director.

Issue/ Event: Alliance for Lupus Research Walk

Date: Saturday, May 7, 2016

Time: 7:00 am

Duration: 4 hours

Description of Program/event: Station promoted awareness by announcing the event on air and by attending the Alliance for Lupus Research Walk at Met Life Stadium in East Rutherford, New Jersey. The walk was hosted by the Lupus Foundation of America, a not-for-profit organization with the mission to help and improve the quality of life for all people affected by Lupus. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.

Issue/ Event: Great Strides Walk for Cystic Fibrosis

Date: Saturday, May 7, 2016

Time: 9:30 am

Duration: 1.5 hours

Description of Program/event: Station promoted awareness by announcing the event on air, on website and by attending the Cystic Fibrosis Foundation of New Jersey's Great Strides Walk at Mercer County Park in West Windsor, New Jersey. The purpose of the event was to raise awareness and to support research for the Cystic Fibrosis Foundation of New Jersey. Event was attended by Ray Handel, NJ 101.5 marketing director.

Issue/Event: Bike MS Coast the Coast

Date: Saturday, May 21, 2016

Time: 7:00 am

Duration: 3 hours

Description of Program/event: Station promoted awareness by announcing the event on air and by attending the Bike MS Coast the Coast kick-off at Monmouth University in West Long Branch, NJ. The purpose of the event was to support the National MS Society and raise money to support research as well as raise awareness of Multiple Sclerosis. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.

Issue/Event: Boy Scout Car Wash

Date: Saturday, June 4, 2016

Time: 10:00 am

Duration: 4 hours

Description of Program/event: Station promoted awareness by announcing the event on air, on website and by attending the Troop 159 Boy Scout Car Wash at Redeemer Church in Succasunna, NJ. The purpose of the event was to support and raise money to help the Boy Scouts with their educational programs. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.

Issue/Event: Miss New Jersey Fashion Show & Fundraiser

Date: Sunday, June 5, 2016

Time: 4 pm

Duration: 1.5 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Miss New Jersey Fashion Show & Fundraiser in Manalapan, New Jersey. The purpose of the event was to select the next participants for the Miss U.S.A. pageants while raising money and supporting the Happy Tails Therapeutic Riding Center in Colts Neck, an organization dedicated to improving the lives of children and adults with disabilities through therapeutic riding. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.

Issue/ Event: Special Olympics Opening Ceremonies

Date: Friday, June 10, 2016

Time: 7:00 pm

Duration: 3 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by broadcasting live from the College of New Jersey in Ewing, New Jersey for the Special Olympics New Jersey Summer Games. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.

Issue/ Event: Strike Out Hunger

Date: Tuesday, June 21, 2016

Time: 1:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the Strike Out Hunger event at the Grounds for Sculpture in Trenton, New Jersey. The purpose of the event was to package meals for needy children in the Mercer County area. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.